

16th YEAR • A WEEKLY PUBLICATION

1956

Calendar

8 EAST 77th STREET

NEW YORK 21, N. Y.

TRAFALGAR 9-2343

fashion

january

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

february

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

march

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

april

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

may

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

june

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

july

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

august

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

september

S	M	T	W	T	F	S
2	3	4	5	6	7	$\frac{1}{8}$
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

october

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

november

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

december

S	M	T	W	T	F	S
2	3	4	5	6	7	$\frac{1}{8}$
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

january - 1957

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

february - 1957

S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

march - 1957

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
$\frac{24}{31}$	25	26	27	28	29	30

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 27, 1956</u>			
Friday April 27 9:30 A.M. Breakfast	PREVIEW: "TRAVEL TIME" FASHIONS Press preview of Summer vacation and travel fashions. By invitation only. Showing to public, April 30-May 5, with storewide activities. Publicity: Dolores Hartig, TR. 5-7200.	ABRAHAM & STRAUS	7TH FLOOR EXEC. CONF. ROOM
Friday April 27 12:00 Noon Luncheon	OPENING: KNIT FASHIONS FOR CHILDREN Showing of knit fashions for infants and children from 12:00 Noon (luncheon) to 3:00 P.M. By invitation. Contact: Ruth Shaw, LO. 4-5113.	WONDERKNIT	112 WEST 34TH STREET SHOWROOM - 1220
Friday April 27 9:00 P.M. Champagne	INTERNATIONAL AUTOMOBILE BALL Premiere of N.Y. Coliseum, with ball and private preview of International Automobile Show (April 28-May 6). Admission--\$100.00, contact: CO. 5-7460.	BENEFIT FOR THE MARCH OF DIMES	NEW YORK COLISEUM COLUMBUS CIRCLE
Saturday April 28- May 6 2:30 P.M. And 8:30 P.M.	"FASHIONS IN THE AUTOMOTIVE MOOD" Showing twice daily at 2:30 and 8:30 P.M.; there will be a presentation of juniors' and misses' fashions for Summer by leading designers. Admission: \$1.50. Publicity: Int'l Automobile Show--David J. Jacobson & Co., PL. 7-7680; Fashion Show--Saul Krieg Assoc., PL. 3-1543.	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
April 29- May 5	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 West 31st St., WI. 7-9804.		

WEEK BEGINNING MONDAY, APRIL 30, 1956

Monday April 30 11:00 A.M.	PRESS PREVIEW OF LATE SPRING FURS Alfred Rainer will preview late Spring and Fall furs. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	ALFRED RAINER, INC.	17 EAST 55TH STREET SALON
Monday April 30 1:00 P.M.; 6:00 P.M.	SPRING AND SUMMER COTTON FASHIONS "Theme Song Cottons" by Margo Walters, Inc. will be presented at 1:00 and 6:00. Press invited. Oppenheim Collins contact: Ruth Bradfield, WI. 7-8200. Margo Walters Publicity: Diantha Morgan, LO. 5-6395.	OPPENHEIM COLLINS	4TH FLOOR
Monday April 30 3:00 P.M.- 6:00 P.M.	PREVIEW OF NEW DOOR KNOBS Yale & Towne will preview their new custom-made door knobs and ornamenta- tions designed by artists. By invitation only. Contact: Milton M. Enzer, MU. 9-6700.	YALE & TOWNE	WILDENSTEIN GALLERIES 19 EAST 64TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 1 9:00 A.M. Breakfast	PRESS PREVIEW OF NEW ROOM SETTINGS Gimbels will preview 3 new room settings decorated by Ellen Lehman McCluskey, A.I.D. By invitation only.	GIMBELS	9TH FLOOR FURNITURE DEPT. Publ.; Margot Infantino, LO. 5-1500.
Tuesday May 1 9:30 A.M. Coffee	PRESS PREVIEW OF "BUTTERFLY FASHIONS" Franklin Simon will preview their exclusively designed "Butterfly Fashions" for Summer. By invitation only.	FRANKLIN SIMON	3RD FLOOR TUREEN TERRACE Publicity: Harriet Miller, WI. 7-9600.
Tuesday May 1 10:30 A.M.- 4:00 P.M.	ADVANCE SHOWING: FALL RAYON FASHIONS American Rayon Institute's "Fashion Express" presents Fall rayon college and career fashions, from regional markets. Showings at 10:30, 12:00, (12:30 luncheon), 2:00, 3:00. By invitation.	AMERICAN RAYON INST.	PENNSYLVANIA STATION PRIVATE CARS-TRACK #2 Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.
Tuesday May 1 4:00 P.M. Cocktails	PREVIEW OF FALL KNITTED COLLECTION Lana of Vienna will preview their Fall collection of knitted dresses, coats and separates. By invitation.	LANA OF VIENNA (1407 BROADWAY)	HOTEL PLAZA CRYSTAL ROOM Publicity: Sylvia Bernstein, WI. 7-7920.
Tuesday May 1 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER ACCESSORIES Macy's will preview their Summer flower show of accessories. By invitation only.	MACY'S NEW YORK	13TH FLOOR BOARD ROOM Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.
Beginning Tuesday May 1	PREVIEW: FALL & WINTER RAINWEAR Showing of Fall and Winter rainwear--storm coats and car coats--designed by Adele Lawrence. Press by appointment. Contact: Norman Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday May 1	OPENING: FALL BLOUSES AND COORDINATES "Harmony of Design"--advance Fall blouses and coordinates, designed by Pari. Publicity: Lillian Lang, Durand Advertising, LA. 4-8770.	OPERA BLOUSE CO.	525 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Tuesday May 1	FALL OPENINGS IN LOS ANGELES May 1: Rosenblum. May 2: Alex Colman. May 3: Marjorie Michael, Tabak of California. May 4: Marjorie Montgomery, Rosalind de Hart, Fat Premo. May 6: Helga. May 7: Edith Small, Kilpatrick, Jewel, Marusia, Howard Greer, Cahill, Irene. May 8: "The Little Couture", Spectator, Don Miguel, Waldo, Harry Finer, John Carter, Ernest Newman, Fleischman. May 9: Helen of Calif. May 10: Sir James. May 23: Jeanette Alexander.	LOS ANGELES DESIGNERS	LOS ANGELES, CALIFORNIA
Tuesday May 1- May 31	SEVENTH ANNUAL LACE FESTIVAL Publ.: Gladys Steiner at Lester Harrison, 341 Madison Ave., MU. 9-1630.	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
Wednesday May 2 10:30 A.M. Breakfast	PRESS PREVIEW: FALL SPORTSWEAR COLLECTION "American Boutique"--John Weitz of Amco will preview his Fall collection of sportswear. By invitation only.	JOHN WEITZ OF AMCO	1407 BROADWAY SHOWROOM - 17TH FLOOR Publicity: Rea Lubar, OX. 7-4998.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 2 12:00 Noon Cocktails- Luncheon	PRESS PREVIEW: FASHIONS IN TYCORA YARNS Textured Yarn Company's press preview of new developments in Tycora yarns and Fall fashions for men, women and children. By invitation. Contact: Rita Jane Lysen or Elinor Frank, Daniel J. Edelman & Assoc., MU. 5-8359.	TEXTURED YARN CO.	HOTEL PIERRE ROOF GARDEN
Wednesday May 2 12:30 P.M. Luncheon	SPRING FASHIONS AND MILLINERY AT LUNCHEON Press by invitation. Public by reservation, contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000,	GRACE FRAGASSO	WALDORF-ASTORIA PEACOCK ALLEY
Thursday May 3 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ANN COX ORIGINALS (23 WEST 57TH ST.)	HOTEL PLAZA PERSIAN ROOM
Monday May 7 9:00 A.M. Breakfast	PREVIEW OF COUTURE FASHIONS IN LOS ANGELES Edith Small will preview her advance Fall collection of suits, dresses and costumes. By invitation only. Publicity: Viola Shefer, PL. 3-3173,	EDITH SMALL ORIGINALS (122 E. 16 ST., L.A.)	BEVERLY HILLS HOTEL LOS ANGELES, CALIF.
Monday May 7 2:30 P.M.	SUMMER FASHIONS BY SUZY PERETTE Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Tuesday May 8 10:30 A.M.; 2:30 P.M.	OPENING OF FALL BRIDAL COLLECTION Opening of the Fall bridal collection designed by Gaston Mallet. By reservation only. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday May 8 12:30 P.M. Luncheon	CHRISTIAN DIOR SWIMSUITS AT LUNCHEON Luncheon showing of Cole of California's Christian Dior swimsuits, available at B. Altman & Co. Press by invitation. Public by reservation; contact: PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.	COLE OF CALIFORNIA	HOTEL AMBASSADOR BALLROOM
Beginning Tuesday May 8	OPENING: FALL BRIDESMAID DRESSES Fall bridesmaid dresses at continuous showings. Contact: WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday May 8	OPENING OF FALL BRIDAL COLLECTION Bridal fashions for Fall at continuous showings. Contact: PE. 6-0886.	MILADY BRIDALS, INC.	499 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday May 9 9:00 A.M.- 11:00 A.M. Breakfast	"SHEER FLATTERY" MAKE-UP AND FASHIONS Introduction of Lady Esther's new complete cream make-up "Sheer Flattery", with fashions from French Fabrics Corp. By invitation only. Contact: Ethel Aaron, Robert S. Taplinger & Assoc., PL. 7-8040.	LADY ESTHER; FRENCH FABRICS CORP.	PARK LANE HOTEL CRYSTAL ROOM
Wednesday May 9 10:30 A.M.	PREVIEW OF FALL SEPARATES COLLECTION Preview of Fall separates and coordinates. Contact: Newton Herson, LO. 4-6063.	KORDAY SPORTSWEAR, INC.	1385 BROADWAY SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 9 12:00 Noon Luncheon	CHILDREN'S DIVISION LUNCHEON MEETING "Fashion in a Child's World"--Speaker: Estelle Hamburger, Merchandising Consultant. Commentator: Despina Messinesi, "Vogue". Chairman: Beryl Tucker, "Parents' Magazine". Prices: \$6.00, members; \$7.00, guests. Contact: CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Thursday May 10 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER SPORTSWEAR "Macy's By The Sea"--a collection of active sportswear and bathing suits. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday May 10 4:00 P.M. Cocktails	PREVIEW OF DAYTIME & COCKTAIL DRESSES Preview of daytime and cocktail dresses. By invitation. Continuous thereafter in their showroom. Contact: Sylvia Bernstein, WI. 7-7920.	ALIX OF MIAMI (1407 BROADWAY)	HOTEL PLAZA CRYSTAL ROOM
May 14	NATIONAL COTTON WEEK (May 14 - 19). Contact: Margot Herzog, BR. 9-4920.		
Monday May 14 12:15 P.M.; 6:00 P.M.	SUMMER COTTONS BY KAY WINDSOR Saks 34th will present Kay Windsor's "Summer Symphony" cottons at 12:15 and 6:00 P.M. Press invited at 12:15. Publ: Arthur See, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

<u>TUESDAY, MAY 15</u>			
A. Goodman & Co.10:30 A.M. & 1:30 P.M.530 7TH (17 FL), WI. 7-4077
Ben Barrack, Inc.Continuous daily498 7TH (7 FL), LO. 4-3923
<u>WEDNESDAY, MAY 16</u>			
Hannah Troy, Inc.1:00 P.M.530 7TH (2 FL), LO. 3-0988
David Levine Co.2:30 P.M.530 7TH (21 FL), LA. 4-0237
Rosalie Macrini.4:00, thereafter 9:00 & 4:00	.550 7TH (11 FL), CH. 4-2655
<u>THURSDAY, MAY 17</u>			
Herbert Sondheim, Inc.10:30 A.M.530 7TH (20 FL), LA. 4-7540
William Fox, Inc.1:00 P.M.530 7TH (21 FL), OK. 5-4070
Grabois1:15 P.M.498 7TH (5 FL), CH. 4-2767
Larry Aldrich Co., Inc.2:30 P.M.530 7TH (12 FL), CH. 4-1872
<u>FRIDAY, MAY 18</u>			
Rudolf Gowns10:30 A.M.530 7TH (12 FL), WI. 7-6865
Martin Simon, Inc.Continuous daily498 7TH (7 FL), LA. 4-2877
<u>MONDAY, MAY 21</u>			
Paul Parnes Corp.2:30 P.M.498 7TH (10 FL), CH. 4-4600
<u>TUESDAY, MAY 22</u>			
Nat Kaplan, Inc.1:15; thereafter 1:15 & 4:00	.498 7TH (21 FL), LO. 5-4115
<u>THURSDAY, MAY 24</u>			
Samuel Winston, Inc.9:00 A.M. & 4:00 P.M.530 7TH (11 FL), CH. 4-2617
Ben Reig, Inc.10:00 A.M.498 7TH (23 FL), CH. 4-1542
<u>FRIDAY, MAY 25</u>			
Frank Starr, Inc.1:15 P.M.530 7TH (19 FL), LA. 4-7690
Ed Gerrick, Inc.2:30 P.M.550 7TH (7 FL), LO. 4-1820

Tuesday May 15 9:00 A.M. Breakfast	PREVIEW OF FALL SEPARATES COLLECTION Masket's Fall separates collection, designed by Pembroke Squires and Frank Smith. By invitation only. Contact: Bernard Masket, BR. 9-7160.	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
---	---	-----------------	--

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 15 12:00 Noon Luncheon	PREVIEW OF FALL CORDUROY FASHIONS Cone Mills will present Fall fashions in corduroy. (Note Change of Date).	CONE MILLS (59 WORTH STREET)	HOTEL PIERRE COTILLION ROOM
	By invitation only. Publicity: Ruth Hammer Assoc., EL. 5-7872.		
Tuesday May 15 4:00 P.M. Cocktails	PREVIEW OF FALL SEPARATES COLLECTION "Monograms"--separates and dresses for Fall. By invitation only. Trade from Wed., May 16 at 10:30 and 2:30.	SIR JAMES, INC.	1407 BROADWAY SHOWROOM - 34TH FLOOR
	Publ.: Gloria Gelfand, FE. 6-8263.		
Wednesday May 16- May 17 9:00 A.M.- 5:00 P.M.	PRESS PREVIEW: "NEW DIMENSIONS" SHOW Celanese will preview "New Dimensions"--showing of room settings and decorative fabrics. Show designed by John and Irving Brice, A.I.D. By invitation only. Publicity: James Wiley, Ellington & Co., MU. 7-4300.	CELANESE CORPORATION OF AMERICA	16 EAST 34TH STREET MAIN FLOOR
Wednesday May 16 12:30 P.M. Luncheon	SUMMER FASHIONS BY MIGNON Mignon's Summer fashion show, coordinated by Emily Brooks. Press by invitation. Publicity: Saul Richman Assoc., MU. 8-1770.	FOR BENEFIT OF NAT'L CANCER FOUNDATION	HOTEL AMBASSADOR BALLROOM
Wednesday May 16 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Hannah Troy will preview her Fall collection. By invitation only. Trade showings at 1:00 P.M. daily from Thurs., May 17. Contact: LO. 3-0988. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Wednesday May 16 2:30 P.M.	OPENING OF FALL COLLECTION Opening of David Levine's Fall collection with daily showings at 2:30 P.M. Contact: Miss Fritzi, LA. 4-0234.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday May 16 4:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Mignon will preview misses daytime, afternoon and cocktail dresses for Fall. By invitation. Trade from Thurs., May 24 at 12:00 and 4:00 daily. Contact: Florence Farmer, BR. 9-5991. Publ.: Saul Richman Assoc., MU. 8-1770.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 16 4:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Dan Keller invites press and buyers to preview his Fall dress collection. By invitation. Continuous thereafter. Publ.: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Wednesday May 16 4:00 P.M.	OPENING OF FALL COLLECTION Showings at 9:00 and 4:00 daily from May 21 - June 1; thereafter at 4:00 P.M. daily. Contact: Jo MacLeod, CH. 4-2655.	ROSALIE MACRINI-- BARBARA COSTUME CO.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 17 9:00 A.M. Breakfast	LEATHER PREVIEW BY BONNIE CASHIN Preview of Fall leather collection, designed by Bonnie Cashin. Showing at 9:30 A.M. By invitation. Publicity: Donna Cannon, MU. 7-5447.	PHILIP SILLS	HAMPSHIRE HOUSE THE COTTAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 17 11:00 A.M. Champagne	PREVIEW: BACK-TO-SCHOOL TOMMIES COLLECTION Preview of Tommies and Tommie-robos, designed by Harry Berger. By invitation. Contact: Betty Greenwald, MU. 9-6292. Publ.: Ken R. Williams, JU. 6-8217.	KAYLON, INC. (180 MADISON AVE.)	HOTEL VANDERBILT
Thursday May 17 12:00 Noon Luncheon	PREVIEW: COLLEGE & CAREER COLLECTION Nelly de Grab presents her Fall collection of separates, coordinates and dresses. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY de GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Beginning Thursday May 17 1:00 P.M.	OPENING OF FALL COLLECTION Showing of the William Fox Fall collection of dresses, suits, ensembles and evening fashions at 1:00 P.M. daily. Contact: OX. 5-4070.	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday May 17 4:00 P.M. Cocktails	PRESS PREVIEW: FALL FASHIONS BY GOTHÉ Preview of Gothé cocktail and evening fashions. By invitation. Trade from Tues., May 22, at 1:15 P.M. daily. Publicity: Nona James, MU. 5-4834.	DAVID E. GOTTLIEB	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Friday May 18 10:30 A.M.; 11:30 A.M.	PREVIEWS OF FALL COLLECTIONS Fall dresses and ensembles by Leonard Arkin at 10:30 A.M., trade 10:30 and 3:30 from May 21; Andrew Arkin at 11:30 A.M., trade 11:30 and 2:30 from May 21. Contact: Miss Freddy Rosenstock, WI. 7-5324.	LEONARD ARKIN & SON; ANDREW ARKIN, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Friday May 18 12:00 Noon Luncheon	NINETEENTH ANNUAL AWARDS LUNCHEON Lord & Taylor will present their Nineteenth Annual Awards Luncheon. Price: \$6.50. Contact: Elizabeth White, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Monday May 21 9:00 A.M. Breakfast	PRESS PREVIEW OF BRANELL FALL COLLECTION By invitation. Trade beginning Tues., May 22 at 2:30 P.M. Contact: PE. 6-6983. Publicity: Eleanor Lambert, MU. 8-2130.	BLUMENSTEIN, ROSS & LENTZ, INC.	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Beginning Monday May 21- June 15 9:00 A.M. And 4:00 P.M.	"BACK TO BUSINESS" CAPSULE CLINICS Previews of Fall '56 fashions from "Charm's" August-September "Back to Business" tandem issues. Showing ready-to-wear, accessories, millinery, foundations, shoes and hosiery. Open to retailers only. Merchandise-promotion clinics at 9:00 A.M. daily; store group meetings at 4:00 P.M. No showings week of May 28. Contact: Elaine Kanners, PL. 9-2080.	CHARM MAGAZINE	CHARM SHOWROOM 1384 B'WAY - 18TH FL.
Monday May 21 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Christian Dior-New York will preview their Fall collection at 10:30 A.M. to the press. Trade showings at 2:30 P.M., May 21, 23, 25, June 5, 7. By invitation. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR
Monday May 21 10:30 A.M.	PRESS PREVIEW: FALL COCKTAIL DRESSES Fall cocktail dresses, designed by Harriette Harra. By invitation. Publicity: Margaret Hodge, PL. 5-7630 or LO. 5-0525.	DONALD DRESS	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday May 21 10:30 A.M.	OPENING: FALL DAYTIME & COCKTAIL COLLECTION "Appointment With Fashion"--Fall collection of daytime and cocktail misses dresses at 10:30 and 1:30 daily. (Note <u>Change of Date</u>). Contact: Muriel Morris, WI. 7-4077. Publicity: Ken R. Williams, JU. 6-8217.	A. GOODMAN & CO., INC.	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Monday May 21 10:30 A.M.	OPENING OF FALL COLLECTION Max Milstein's Fall collection of coats, suits and ensembles will be presented at 10:30 and 2:30 daily. Contact: WI. 7-4223.	MAX MILSTEIN, INC.	230 WEST 39 STREET SHOWROOM - 9TH FLOOR
Beginning Monday May 21 1:00 P.M.	FALL DRESSES & NEW DIVISION OF PETITES Richard Cole will present the Fall collection, designed by Alan Phillips. Introduction of "Minuettes," a new group of petite cocktail dresses, designed by Miss Mercedes. Daily at 1:00 P.M. By invitation. Publicity: Ken R. Williams, 124 West 55th St., JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday May 21 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION Jerry Parnis will preview her Fall dress collection. By invitation. Daily thereafter at 2:30 P.M. Publicity: Mildred Kaldor, TE. 8-1520.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>MONDAY, MAY 21</u>			
Zoltan Rosenberg Co.	2:30 P.M.	550 7TH, LA.	4-6691
<u>TUESDAY, MAY 22</u>			
Adler & Adler, Inc.	10:30 A.M.	550 7TH, BR.	9-9600
Kane Weill.	10:30 A.M.	498 7TH, LO.	5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7TH, LA.	4-9724
<u>WEDNESDAY, MAY 23</u>			
Davidow.	10:30 A.M.	550 7TH, PE.	6-6909
David M. Goodstein, Inc.	10:30 A.M.	498 7TH, LA.	4-2577

Monday May 21 4:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Preview of Fall dress collection for press and buyers. By invitation. Daily thereafter at 10:30 A.M. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 21 5:00 P.M.	PREVIEW: FALL COUTURE & BOUTIQUE COLLECTIONS Jane Derby's Fall couture and boutique collections in their new showroom. By invitation. Trade at 10:30 A.M., May 22, 23, 24, 25. Contact: Estelle Marr, LA. 4-9350. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 22 9:00 A.M. Breakfast	PREVIEW OF FALL LEATHER FASHIONS "Leather - Key to Fall Fashion", preview by Samuel Robert. <u>Showing at 2:15 A.M.</u> By invitation. Continuous trade showings thereafter in their showroom. Publicity: Mildred Kaldor, TE. 8-1520.	SAMUEL ROBERT (1407 BROADWAY)	HOTEL AMBASSADOR DIPLOMAT SUITE
Beginning Tuesday May 22 10:00 A.M.	OPENING OF FALL COLLECTION The Adele Simpson Fall collection will be presented at 10:00 A.M. By invitation and appointment. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 22 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Edward Abbott will preview his late day, cocktail and evening fashions, designed by Gina. By invitation. <u>Trade from Wed., May 23 at 10:30 A.M. daily.</u> Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday May 22 11:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Seymour Fox will preview his Fall coat and suit collection. By invitation. <u>Trade showings</u> , by appointment, at 10:00 A.M., June 5, 6, 7, 12, 13, 14, 19, 20. Publicity: Sally McKay, LO. 4-3246.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday May 22 11:30 A.M.	FALL COLLECTION BY MADELEINE FAUTH Madeleine Fauth will present her Fall collection May 22-25, and from Tues., June 5 at 11:30 A.M. Contact: Isabelle Crawford, BR. 9-7700.	CLOTHES FOR YOU, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Tuesday May 22 11:30 A.M.	OPENING: GIOVANNI ORIGINALS FOR FALL Showing of daytime, afternoon and cocktail fashions by Giovanni of Italy at 11:30 and 1:30 daily. Publicity: Lillian Lang, LA. 4-8770.	NATHAN & STRONG, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday May 22 11:30 A.M.	OPENING OF FALL DRESS COLLECTION Abe Schrader's Fall misses dresses, designed by Belle Saunders, will be shown daily at 11:30 A.M. Contact: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Tuesday May 22 12:00 Noon	PREVIEW: FALL SPORTSWEAR BY DOROTHY COX Preview of Fall sportswear collection, designed by Dorothy Cox. By invitation. Daily thereafter at 12:00 Noon. Publ: Ken R. Williams, JU.6-8217.	TANNER OF NORTH CAROLINA	HOTEL YORK 488 7TH AVE.-6TH FL.
Beginning Tuesday May 22 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Junior Sophisticates will present their Fall collection at 1:00 P.M. on May 22, 23, 24, 28, 29, by appointment only. Beginning Monday, June 4 at 1:00 and 4:00 P.M. Contact: Ellen Rowsell, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Tuesday May 22 1:00 P.M.	OPENING: FALL DRESS COLLECTION Talmack's Fall dress collection, designed by John Moore, at 1:00 P.M. daily. By invitation and appointment only. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday May 22 1:15 P.M.	OPENING OF FALL COLLECTION Oleg Cassini's Fall collection at 1:15 P.M. daily. (Note Change of Date). Contact: Dorothy Lambert, LO. 5-6453. Publicity: Barbara Yarosh at Alfred Davidson Associates, PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday May 22 2:30 P.M.	OPENING OF FALL COLLECTION Claire McCardell's Fall collection will be shown at 2:30 P.M. daily. For reservations, contact: LO. 4-2155.	CLAIRE MCCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 22 2:30 P.M.	OPENING OF FALL COLLECTION Showing of McMullen's Fall collection of misses dresses, sportswear, blouses and skirts at 2:30 P.M. daily. Contact: OX. 5-4270.	J. R. McMULLEN CO.	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Tuesday May 22 3:30 P.M.	PREVIEW OF FALL SEPARATES COLLECTION Preview of Fall separates collection for press and buyers. By invitation only. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 22 3:30 P.M.; 9:00 P.M.	ANNUAL STUDENT FASHION SHOW Showing of designs by students in the Fashion Design Department. Admission: at 3:30 P.M., \$1.00 and \$3.00 (reserved); at 9:00 P.M., \$3.00 and \$5.00 (reserved). Contact: Elizabeth Rushmore, PL. 9-2214.	PARSONS SCHOOL OF DESIGN	410 EAST 54TH STREET
Tuesday May 22 4:00 P.M.	COCKTAIL DRESSES BY NEW FIRM Preview of Fall cocktail dresses. Continuous thereafter. Contact: CH. 4-8532.	CHARLES GLUECK	1400 BROADWAY SHOWROOM - 14TH FLOOR
Beginning Tuesday May 22 4:00 P.M.	OPENING OF FALL COLLECTION Harmay's Fall dresses, costumes and suits will be shown daily at 4:00 P.M. Publicity: Pauline Greene, MU. 3-1150 or PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 22 5:00 P.M. Cocktails	ANNUAL "BLUE GRASS" PARTY Elizabeth Arden's annual "Blue Grass Party" for beauty editors and retail buyers. By invitation only. Contact: Publicity Dept., PL. 3-3410.	ELIZABETH ARDEN (681 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
Beginning Tuesday May 22	OPENING: FALL COCKTAIL AND FORMAL COLLECTION David Morris will present their Fall cocktail and formal collection at continuous daily showings. Contact: WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday May 22	OPENING OF FALL COAT COLLECTION Showing of Fall coats. By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday May 23 9:00 A.M. Breakfast	TRICOSA OF PARIS FALL COLLECTION Fall collection of knit suits, coats, sweaters and dresses. Merchandising exhibit. By invitation. Publicity: Sue Gardner, TR. 7-4952.	FEDER FASHIONS (1410 BROADWAY)	HOTEL AMBASSADOR DIPLOMAT SUITE
Wednesday May 23 10:30 A.M.	OPENING OF FALL COAT & SUIT COLLECTION George Carmel will show Fall coats and suits at 10:30 A.M. daily. By invitation. Contact: Laurence Carmel, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Beginning Wednesday May 23 10:30 A.M.	OPENING OF FALL SPORTSWEAR COLLECTION Country Clothes Fall sportswear collection will be shown on Wednesdays only at 10:30 A.M. Contact: LO. 4-7832.	COUNTRY CLOTHES	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 23 10:30 A.M.	FALL FASHIONS BY SYLVAN RICH Preview of Martini's Fall designer collection, followed by buffet lunch. By invitation. Showings daily at 10:30. Publ.: Mildred Kaldor, TE.8-1520.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday May 23 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION BY BRIGANCE Sportsmaker will preview Brigance's Fall blouses, separates and dresses. By invitation. <u>Trade from May 24 at 2:30 P.M.</u> Contact: LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday May 23 4:00 P.M.	PREVIEW OF FALL SUIT COLLECTION Preview for press and resident buyers. By invitation. <u>Trade at 10:00 A.M. from Thurs., May 24.</u> Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 23 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Heatherlane will preview their Fall coordinates, separates and dresses, designed by Jill Everhart. By invitation. Continuous showings thereafter. Contact: WI. 7-5285. Publicity: Sidney Dee Bloeme, JU. 6-4490.	HEATHERLANE	1385 BROADWAY SHOWROOM - 2ND FLOOR
Wednesday May 23 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Luis Estevez' Fall collection of dresses and costumes will be presented to the press. By invitation only. <u>Trade showings at 12:00 Noon from Thurs., May 24 in their showroom.</u> Publ.: Phyllis Youngheart, LO. 4-5820.	GHENELLE-ESTEVEZ LTD. (550 SEVENTH AVENUE)	HOTEL AMBASSADOR DIPLOMAT SUITE
Thursday May 24 9:00 A.M. Coffee	PRESS PREVIEW OF FALL COLLECTION The press will be invited to preview the Fontana of Rome daytime, cocktail and evening fashions for Fall and Winter. (<u>Note Change of Date.</u>) By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	FONTANA OF ROME	HOTEL PLAZA SUITE 234
Thursday May 24 10:30 A.M.	PREVIEW OF FALL COATS AND SUITS Preview of Arthur Jablow's Fall coat and suit collection. By invitation. <u>Trade showings thereafter at 10:30 A.M.</u> Publ.: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday May 24 10:30 A.M.; 2:30 P.M.	OPENING OF FALL COLLECTION Tina Leser's Fall separates, dresses and sportswear will be shown daily at 10:30 and 2:30. Contact: Miss Nina, EL. 5-5540.	TINA LESER	23 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Thursday May 24 3:00 P.M.	PREVIEW OF FALL DRESS COLLECTION Seymour Jacobson will present their Fall dress collection to press and resident buyers. <u>Trade from Tues., June 5 at 12:00 Noon (luncheon) daily.</u> Publicity: Peggy Cantor, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Thursday May 24 4:00 P.M. Cocktails	PREVIEW: FALL SPORTSWEAR COLLECTION Preview of Fall sportswear and separates, designed by Greta Plattry, for press and resident buyers. By invitation. Continuous showings thereafter in their showroom. Publicity: Margaret Hodge, PL. 5-7630.	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL AMBASSADOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 25 8:30 A.M. Breakfast	PREVIEW OF FALL COLLECTION Charles Gelatt will preview their cocktail and evening fashions to press and buyers. By invitation only. Contact: Russell O'Neil, TE. 8-2975.	CHARLES GELATT, INC.	HOTEL PIERRE BALLROOM FOYER
Friday May 25 3:00 P.M.	PRESS PREVIEW OF FALL DRESSES Lee Claire will preview their late day, cocktail and evening dresses to the press. By invitation. <u>Daily trade showings at 12:00 Noon from Mon., May 28.</u> Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FL.
Beginning Monday May 28 10:30 A.M.	FALL OPENING: COATS AND SUITS Fall coats and suits will be shown Monday, May 28; also <u>June 1, 5 and 8,</u> at 10:30 A.M. By invitation and appointment only. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
Monday May 28 11:45 A.M.	DEBUT OF NEW BOUTIQUE FASHIONS "Miss Martini" by Sylvan Rich will be previewed to press and buyers, followed by buffet lunch. By invitation. Publ.: Mildred Kaldor, TE. 8-1520.	"MISS MARTINI" BY SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday May 28- May 29 12:00 Noon Luncheon	OPENING: FALL COAT AND SUIT COLLECTION "Things Look Good For Fall, 1956"--showing of Louis Goldstein's coats and suits on May 28 and 29 at 12:00 Noon. Showings at 12:00 Noon daily beginning Mon., June 4. By invitation and appointment. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN & CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Beginning Monday May 28 2:30 P.M.	OPENING OF FALL COAT COLLECTION Sportleigh's Fall coat collection on Tuesday only at 2:30 P.M. Contact: LO. 4-7832.	SPORTLEIGH	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 29 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview for press and resident buyers of Frank Gallant Originals -- coats and suits for Fall. By invitation. <u>Trade showings from Tues., June 5 at 11:00 A.M.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
May 30	MEMORIAL DAY--Legal Holiday (Wednesday).		
Monday June 4 12:00 Noon Luncheon	ADAPTATIONS OF PARIS BLOUSE FASHIONS Presentation of Paris blouse adaptations by the Nat'l Ass'n of Blouse Manufacturers. By invitation. Publ.: Ruth Hammer Assoc., EL. 5-7872.	NAT'L ASS'N OF BLOUSE MANUFACTURERS	HOTEL PLAZA BALLROOM

 * LAST MINUTE ANNOUNCEMENT--OUT-OF-DATE ORDER *

Beginning Wednesday May 2 9:30 A.M.- 11:30 A.M.	PREVIEW OF FALL CHILDREN'S COLLECTIONS Mary Jane dresses for Fall and Scout-Tex knitwear for boys and girls--infants through size 14--will be shown from 9:30 to 11:30 and 2:30 to 5:30. Daily showings thereafter. Contact: Marty Pond, LO. 4-8990.	MARY JANE, INC.; SCOUT-TEX	1350 BROADWAY SHOWROOM - 23RD FL.
---	--	-------------------------------	--------------------------------------